The Law of Loot

While Schlock Shops and Medical Fakes Prev on Public

Clean Advertisers Being Driven to Billboards Eastern Tourist Regarded as Fair Game-Adams Thinks Prospect of Early Clean-up Not Encouraging

By SAMUEL HOPKINS ADAMS

Los Angeles, Cal., May 29 .- To the expert stranger within its gates this city advertises frank warning. "Caveat emptor" is the voice of its welcome, shouting from a thousand signs and reechoed in the columns of every local newspaper. "Los Angeles know, specially?" Advertises Itself," is one of the local "booster" slogans. It does. It advertises itself in such unmistakable terms that he who runs may Club of Los Angeles is. read, and he who reads will run if wisdom be in him. He who stays to read further in that printed welter of exaggeration. Fim-scratching outfit and a real estate circle and a few other things. It flam and verbal bunco which constitutes the bulk of local adver- runs a cabaret show and a luncheon. The lunch is bum. tising (an escaped visitor once characterized it as "the Ananias boosts. It boasts. It collects a lot of dues from fellows who wonconcerto for bass drums") should step warily, buy charily and dis- der why the devil they pay 'em. I do.' believe what he sees if he would come out purse-whole. Honor, uprightness and fair dealing exist in mercantile circles here, of course. But their voices are almost lost in the stentorian chorus

vestigation were mainly confirmatory. Half of my preliminary pure of all offence as you see it to-day. Have you seen it to-day?" afternoon was spent among the stores, the other half in reading the day's newspapers. Thus the picture was fully outlined if not wholly filled in. To give a New Yorker an adequate notion of what the shopping district of this city resembles is difficult. But if one can imagine the auction area of Fourteenth Street and the "schlock" section of Fifth Avenue multiplied by ten and then scattered with a prodigal hand over the mercantile centre of a big city be called a liar. What else?" a fair idea of the lay-out may be gained. Finkelstein-Willard couldn't make a living in Los Angeles. He never could have got a more favorable view of its activities?" even a start against the local brand of competition. Here, check by jowl with the standard department stores and the high class specialty shops, flourish undisturbed, in the teeth of the law, every kind of fake, sham and commercial trickery known to the underworld of trade. Ninety-odd minutes of casual exploration (subsequently checked up by more detailed investigation) on the best the real estate business. So was his predecessor. shopping streets of the city furnished the following roster:

Three fake jewelry auctions.

One bunco book auction.

Three "closing out at 50 cents on the dollar" cloak and suit Ad sales, one of which had been constantly closing out for two years.

A "Confidence Sale" (with two superfluous syllables in "confidence") offering \$20 chairs for \$7.00, \$58.00 tables at \$30.00. and other furniture to match.

A Japanese art sale at "less than wholesale prices."

with magnificent claims of value.

Three "schlock" men's furnishing stores suitably window-

A "removal sale" of pianos offering "wonderful bargains" in musical junk revarnished and fake-stencilled.

Japanese paper, dear at \$3.50. Oriental source known in New York as "East of the Bowery."

Another old friend, the "upstairs tailor," with a few choice catchwords about his downstairs competitor, whom he calls a real, though not lasting, corrective work. It cleaned up one of the "Ground Floor Pirate," in the hope of making his public believe worst of the many fly-by-night real estate schemes which infested that he is selling \$25 suits for \$15, which he isn't.

figures.

ly, to be the stock from the recent fire which gutted the Woolworth wonders in cleaning up local advertising and merchandising 5, 10 and 15 cent stores.

ington Street, New York City. (The Tribune Bureau of Investi- advertising field would not be obliged even to go forth into the gations has some exact duplicates in its museum of fakes.)

An "annerversary sale" in which the store entertains the delivered in newspaper form in their own homes. public by some of the most imaginative fairy tales of values that I have ever seen in print.

were, the keynote to the general advertising chorus, the scarlet-and- of manners and morals-other people's-editorially. When it white streamers of the "painless" dentists, whose stentorian claims all but drowned out the agonized yells of the patients behind

It might not seem possible, but the newspapers are worse than the store advertisements. For at least the stores do not imperil anybody's health. But the papers are a public menace. If there is any form of filth or fraud which is too nasty or vicious for the standards of Los Angeles journalism I should be glad to learn of it and give such credit as is due. But I scarcely hope to hear. When newspapers accept such deadly matter as knifeless cancer cures, consumption cures and drugless healing for all diseases, and such filth as gonorrhea quackery and sexual restoratives, there is no lower depth for them to descend into. Beside this their financial traps and their occult and fortune-telling lures seem almost innocent. I had not expected to find on this transcontinental survey any other local press as degraded as that of Atlanta. Los Angeles journalism is on as low a level; in fact, it's a little lower. Not that the newspapers are worse here, but there are more of

Having viewed the stores and scanned the newspapers, I

could guess at what I should find as regards the local advertising organization. So I went to the headquarters of the Advertising Club of Los Angeles to find it. But I didn't find it. I didn't find Rules in Los Angeles anything but a locked door, either on this visit or on my two subsequent visits. It didn't matter. The real object of my call was to find out what the Vigilance Committee was doing besides sleep-Local Ad Club Asleep to Vigilance Work ing. As a matter of fact, I was wrong again. The Vigilance Committee was not sleeping, but dead. It had died painlessly some years ago and, like an insubstantial pageant faded, left not

From there I went to call upon a professional advertising Journalism Here on Lower Level Than in Atlanta- man of prominence who, I thought, would surely be a member of the local advertising club. He is. He pays twelve dollars a year and goes to meetings about twice annually. That, as he remarked. lets him out. I tactfully endeavored to ascertain what was the

"Nothing the matter with me," was his assurance. "It's with the club.

"Well, what's the matter with the club?"

"Are you going to quote me?" he countered.

"I owe my life to my country," he explained, patriotically. Therefore, keep my name confidential. What do you want to

What the particular interest and work of the Advertising

'It has several. It's a rooters' club and a political back-

"Has it a Vigilance Committee?"

"Requiescat in pace," said my informant, piously.

"What did it die of?"

"Inanition. Lack of anything to work on. It cleared this My first three hours here showed me what Los Angeles is, town up," said that extraordinary advertising man, looking me in from an advertising point of view. The succeeding days of in- the eye and without a quiver of the lips, "until it was as clean and

"A little."

"The newspapers?"

"Yes."

"The stores?"

Some.

'Well, don't say what you're thinking about me. I hate to

"Do you think the president of the club would, perhaps, give (HATS OF SATIN

"He might. He's not an advertising man."

Here was the replica of the astonishing situation that I had

"He's a good fellow," continued my informant, "and is highly thought of as an Ad Club president by his companions in

'Was he an advertising man?' "No; he was a real estater, too."

"Do you always choose real estate men for presidents of your 'Not at all," said my informant, resentfully. "The next

president back in the line was an electrician." "Haven't you ever elected a genuine advertising man to the

"Indeed, we have. And he was the best president we ever

A "Sample Shop" (clothing) specializing in prehistoric styles, had." He paused. "Until they indicted him," he concluded, re-

"What did they indict him for?" "Fake advertising."

Technically, I found, this was incorrect. The gentleman in question was indicted for fraudulent use of the mails in connection Our old friend the "genuine" Panama hat, worth, in this in- with a fake investment company, of which he was advertising stance, "\$6.00 of anybody's money," and made (naturally!) of manager. He was eventually acquitted, though three of the principals got jail sentences. He is now being talked of as the Auction sale of a "Magnificent Art Collection from the next president of the Advertising Club, and, as he is no longer Orient," consisting mainly in objets de bunk from the well-known connected in any way with the advertising business, I suppose he is fully eligible.

Early in its career the Advertising Club did accomplish some the locality in the days of the boom. It drove a few schlock stores Still a third familiar spirit from out the past, the sample shoe out of business, prevailed upon some of the department stores to store, "in all sizes" and at prices "less than half their real value." curb their exuberance, secured the passage of an honest advertising Forty-odd window displays of "value" claims that would ordinance—and then cheerfully assumed that the ordinance would send Gimbel Bros. shrieking to the arithmetic for more and higher enforce itself. On this assumption the Vigilance Committee ceased to exist. I am told that it retired from action so as to leave A sale of marked-down raincoats of the sieve-and-sponge the field to another and (supposedly) better fitted organization. variety, trading on the name of a concern of national reputation. the Merchants' and Manufacturers' Association of Los Angeles. A big fire sale of relics from the Ark purporting, mendacious- Further, I am assured that this association has, in the past, done methods. It may have done so, in the past. But mine is not a Five haberdasheries selling (with slight variations but all on work of historical research; I am concerned with present condithe same principle) regular 25 cent neckties marked up to 39 tions. Judged on this basis, the vigilance work of the "M. & M." cents, regular \$1.00 shirts marked up to \$1.25, and regular \$3.00 must be conducted by one-eyed optimists under the leadership of silk shirts marked up to \$3.95. This is a slight reverse English on a blind man. There isn't a block in the retail centre of Los Angeles the statements upon the window cards, but it embodies the actual that wouldn't furnish any alert advertising organization, such as, for instance, The Tribune Bureau of Investigations, with the ma-One sale of guaranteed imported kimonos, from lower Wash- terial for a month's hard digging. But vigilance workers in the streets searching for material; it would come to them every day.

There are six newspapers in Los Angeles, of which the most important is The Times, owned and personally conducted by And here and there and everywhere, it seemed, giving, as it Harrison Gray Otis. General Otis is a severe and powerful critic

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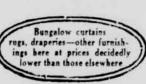
The Case of Gimbel Brothers

The Sunday Tribune for May 27th contained an interesting summary of The Tribune's answer to Gimbel Brothers' libel suit for \$1,000,000.

Not only did The Tribune's answer "justify" its action in printing Samuel Hopkins Adams's famous "Iceland Fox" story on the basis of truth, but it also alleged certain business methods of the House of Gimbel that have received little publicity in the past.

While a limited supply of the May 27th issue of The Sunday Tribune lasts, a copy will be sent to any Tribune reader upon receipt of eight cents in stamps. Address Circulation Department, The Tribune, 154 Nassau St., New York,

The Tribune



HEARN



With Tremendous Days—Our Annual June Sale Continues

These Days Place OUR VALUES FIRST

Record Worthy of Our SUCCESSFUL CASH POLICY

For Example—The Following for Both Monday and Tuesday:

Only a Few Left

Remarkable Suits All For Women and Misses

10.75 Our reg. \$19.75 and \$21.50.

16.50 Our reg. \$29.50 and \$31.50.

22.50

29.50

You may find just the sort of suit you want in this varied groupand if you do, you will be saving many dollars-Materials-Men's wear serge, poplins. Poiret twill, gabardine and tricotine. Many styles and all sizes in lot, but not in every style.

EVEN ON SALE SUITS FREE ALTERATIONS.

Black or White of Course

Some Navy Blue, Too Special

5.75 7.50 Our reg. \$7.50 and \$10.00.



The hats (illustrated) are just two of perhaps twenty totally varied designs. Small hats-large hats-sail ors-toques-high crowns others so high-smart bows that sturdily stick out or up-varied designs of soutache braid-all blackall white-or maybe for some stunning blue hat but whatever color, satin hats have such a way of bestowing that fascinatingly

JUNE SALE Babies' Shirts, Bands, Skirts, etc.

quality—Hearn's "Litt der"—3 in sealed bag our reg. 75

our reg. .68 .

Everything for baby at very little prices. Babies' Ribbed Shirts— . sizes to 3 yrs.—value .35-our reg. .28 Babies' Half-Wool Shirts long

Infants' Silk and Wool Shirtsour reg. .88 and .97....... Sale Clearance of Fine Shirts-our reg. \$1.19 to \$1.39.....Sale Sanitary Flannel Bands - fine quality-Hearn's "Little Won-Infants' Wool Flannel Ger-trudes—bound top—silk scal-loped edge—our reg. \$1.10. .Sale Short Embroidered Flannel our reg. .97 to \$1.10 Sale

Infants' Flannelette Wrappers and NightgownsSale Infants' Flannelette Gertrudes-.....Sale White Flannelette Wrappers-

loned-our reg. \$1.38.....Sale Babies' Pillow Shams-centres of

plain or allover embroidered .57 Hand Crocheted Booties-

> June Sale Values also in Babies' Slips, Dresses, etc.

Ever So Smart and Very Little in Price

Taffeta Coats Special

21.00

(Our reg. \$31.74) One style illustrated

Some are in navy-some in black. One style (as one illustrated) has effective shirring on collar and at waistline another coat has a smart belt restraining its crispy fullness. There are ever so many different styles in this group-this low price only because of clearance time. All Alterations Free of

"A Very Special Buy" of CAPES

14.50

The usual variety because we took the whole of a manufacturer's group-but unusual values—that's why we bought them. Materials include Poiret twill, gunniburl, serges and loopine cloth. Many

are lined throughout. Some are coat cape models—some have silk facings—others dashing silk top collars. There's no denying the fact that capes do have a dashing charm—all their own—always. All these styles were made to sell from \$22.74 to \$35.00.

Cambric -good quality-well made-tucks and h. s... Special .27 Embroidered ruffle and tucks, or lace and inserts......Special Nainsook — Marcella, Elise or regular — attractive embroideries and laces — our reg. 78..... PETTICOATS Cambric and muslin-wide en broidery, rows of Val or Point de Paris laces or double panel of heavy muslin—Special Deep ruffle of imported embroideries, open or close patterns - showy laces also our reg. \$1.45 Unique assortment of wanted styles, elaborate trim of most 1.84 .28

NIGHT DRESSES Nainsook and Cambric-tucks and inserts of lace or embroi-dery, emb'y ruffle— our reg. 68 and 74. Nainsook-fancy effects with lace, Vainsook, Cambric, Muslin-

round or high neck-sleeve-less, short or long sleeves va-riety of excellent new models

Nainsook-really good looking models with practical laces and embroideries-our reg. \$1.45... sleeves of attractive Vals, embroidered or lace medallions, ribbon—our reg. \$3.67

JUNE SALE OF

MUSLIN UNDERWEAR

ENVELOPE CHEMISES

Yokes with lace or emb'y

Fancy yokes of lace or emb'y-

Batiste and nainsook-white and flesh-cluster tucks, shirrings

our reg. .94

Lingerie fabrics — daintiest models imaginable in interest-ing variety—our reg. \$1.45...

Nainsook embroidery or lace in-

Nainsook—variously trim'd with embroideries and fancy laces and ribbons—our reg. 46......

Nainsook — styles suitable for wear under sheer lingeric and Georgette blouses—our reg. .94.

DRAWERS

and picot edge or dainty laces and embroideries .74

CORSET COVERS

and inserts, ribbon-our reg. 48 and .57....

"NOTHING SUCCEEDS LIKE SUCCESS"

Watch it grow in volume as the days go by-representative sty price-dependable qualities-and an array of the fresh stocks for to-morrow and Tuesday.

EXTRA SIZES ARE INCLUDED.

Crepe de Chine and Satin-Also Trousseau Underwear at Sale Prices.

EXTRA SIZES Corset Covers—high neck—tight fitting—sizes 52 bust— Special

Corset Covers-round or V-neck] -lace, emb'y and ribbon trimmed-Special Night Dresses round or V-neck) -embroidery and insert or em-broidery ruffles-our reg. 78...

Night Dresses nainsook many new models—lace, embroidery, and ribbon—our reg. \$1.18.... Night Dresses—fine nainsook—deep V back and front, with yoke entirely of organdy inserts and lace; round neck, with same effective trim—our res SI 45.

our reg. \$1.45 Petticoats cambric and nainsook ruffle with wide embroi dery and insert or lare edge an inserts—our reg. \$1.19.....

Petticoats nainsook rows of lace or wide embroidery— our reg. \$1.45 Drawers-cambrie-rufle of en inserts our reg. 46.... Finer lot-lace or emb'y-

Combinations-embroidery edge, Short Underskirts - tucks and lace edge - our reg. 58...... UNDERSKIRTS

Short Underskirts ruffle with ;

CREPE DE CHINE-SATIN Crepe de Chine Camisoles

have ribbon shoulder straps our rer. Crepe de Chine Camisoles-

.50 Crepe de Chine Camisoles-Crepe de Chine Night Dresses-

Crepe de Chine Night Dresses-

Washable Satin Pettlenatsthree rows satin ribbon-

Smart Satins and Timely Taffetas MODISH SILKS—REMARKABLY PRICED 35-inch Taffetas-35-inch Black Satins

Soft chiffon finishcolored satin stripes in a most varied ascortment of dark and medium combina-

lent quality, suitable

Misses' and Juniors' Tub Frocks

June Sale Specials!

Summer Frocks and Tub Dresses FOR WOMEN

Voiles in plain colors, stripes or floral effects repp 'n plain colors ginghams in plaids and checks-and dainty striped dimities Shirtwaist effects, sport models and one-piece styles.

Buttons-gay ribbon ties-many smart trimming features. Pleated-gathered-some with collars and cuffs of voile, organdie or white pique-all sorts of designs in semi-tailored or fussy styles. All sizes. Fegular \$2.87 and \$3.47.....

Regular \$4.57 and \$4.95..... Regular \$5.94 and \$6.49..... Only 41/2 Days More for U. S. Liberty Bond subscriptions

Free from all taxes Sold at our Liberty Bond Booth

See Herald, World and American for twenty-five (25) Morning Specials on sale Monday and Tuesday until I P. M.